Osceola Public Library Strategic Plan 2013 - 2016

Introduction

The first library in Osceola started in 1895 when the Baum Drugstore started loaning a small collection of books. As the drugstore changed hands, the librarian changed but the collection of books remained. In 1922, when the space in the drugstore became too small, the library moved to the first floor of the County Courthouse. In 1939, the courthouse needed the space and the library needed more room. The city purchased a small building just east of where Builder's Supply is located and the library moved.

Ten years later the decision was made to build a permanent library on our present location. The 1445 square foot building was built in 1949. With the support, help, and encouragement of the community a much-needed 1700 square foot addition was completed in 1998.

The library has not only grown in size but also in the services offered through the library. We offer a lending collection of over 14,000 items including books, films, music, audio books, periodicals, and cake pans. We participate in Nebraska Overdrive, which has over 5500 downloadable ebooks and over 4000 downloadable audio books available for our patrons. We have public access computers, wi-fi, copy and fax services. We offer different programming throughout the year for our patrons.

Our Mission

Our mission statement says, *"We shall serve the residents of the community as a resource center and provide services for educational, recreational and cultural development for all ages."*

Our library has strived to accomplish that as it has changed and improved throughout the years, and we intend to continue improving. Advances in technology are continually changing how people access information and how they interact. Our unpredictable economy has affected the services people need from the library. We need to plan for the future and keep pace with technology in order to remain a relevant and vital part of our community.

This strategic plan was written with the needs and interests of the community in mind. The Osceola Public Library is here to be of assistance to the community by providing needed services. The input from the community is an important part of this plan that will help guide us now and into the future.

OSCEOLA NEBRASKA Community Profile

Community Members
- Children
- Teens/Tweens
- Adults
- Parents
- Seniors
- Students
- Educators
- Lawyers
- Farmers
- Elected officials
- Government employees
- Financiers
- Medical professionals
- Small business owners
- Veterans
- Volunteers
- Economically/Socially diverse
- Multicultural
- Individuals with disabilities

Cultural & Recreational Spaces
- City park
- Historical sites
- County fairgrounds
- Senior Center
- Golf Course
- Playgrounds
- Polk County Museum
- Camping areas
- Sports fields
- Picnic Areas
- Swimming pool

Local Economy
- Retail Establishments
- Banks
- Post Office
- Law enforcement
- Medical Facilities
- County Government
- Personal services
- Educational services
- Professional services
- Building trades
- Newspaper
- Motel services
- Manufacturing
- Financial services
- Food services
- Automotive services
- Agriculture

Community Interests
- Genealogy
- Economic development
- Personal achievements
- Family
- Historic events
- Community pride
- Personal interests
- School pride
- Home schooling
- Overcoming obstacles
- Supporting local businesses

Institutions
- Preschools
- Public Schools
- Private school
- Osceola Housing Authority
- Hospital/medical
- Nursing Home
- Churches
- Museum
- Sheriff's Department
- Fire House
- Foundation
- Library
- Court House
- Commissions & boards

Organizations & Groups
- Community action group
- Book club
- Charitable groups
- Senior Center
- Health advocacy
- Recreational/sports groups
- Religious Organizations
- Social groups
- Veteran's groups
- Women's groups
- Men's Groups
- Youth groups
- Country club
- Historical
- Political organizations
- Service groups

Community Needs

Some way to use the empty buildings in the business district

Community hall/Civic center

Keep Osceola looking nice

Bring in businesses that will bring in families

Businesses and activities to keep people in Osceola

Encourage volunteering

Keep our school identity

Restaurant

Introduce new community members to what's available in Osceola

Promote Osceola

DVD rentals

Teen/Tween activities

Study group for high school students taking college courses

Wi-fi, for non-school hours, for iPads issued to students and teachers

Resources for parents that have children with reading problems

Affordable housing

Osceola Public Library

Strengths

Accessibility	Wi-fi
Parking	Overdrive
Location	Cooperation with school
Fiction/non fiction book selection	Donations
Large print book selection	Web site / facebook
Young adult book selection	Adult book club
Children's book selection	Staff
Circulation	Copy and fax services
Number of computers	Children's programming

Weaknesses

DVD selection

Audio book selection

Teen/Tween programming

No online catalog

computers

Volunteers

Our library has a great location, accessible to all. We have a great book selection overall but our audio book selection and DVD selection is lacking. The technology we have is generally a strength but would be improved with updated software on 3 of our computers and also having the capability of an online catalog.

We have a real need for teen and tween programming that will fit into their schedules. We have a couple of volunteers but need to encourage more people to get involved.

Community Progress and the Library

Our community is made up of people that are invested in Osceola's future. The community wants to improve what is already here and also bring in new businesses and activities that in turn will bring more people and families to Osceola. We take pride in our school system and want to keep enrollment numbers up. Our hospital, medical and nursing home services are very good for a community of our size, which will help attract people. Our community is interested in providing opportunities for all ages to get involved with Osceola.

As a public library, we can do our part in this plan for improvement by offering programs and activities for all ages. We can help promote Osceola by keeping people informed about what's available in our community using bulletin boards, facebook and our web site. We can cooperate with our schools to provide needed programming, services, and technology. We can offer more DVDs for people to check out. We can encourage volunteering at the library as a way for people to get involved with the community. We can keep our technology updated to be more inviting to teens/tweens and young adults.

Evaluation Plan

The Osceola Public Library will review the overall strategic plan annually in November. The five member library board plus the library staff will evaluate, critique, and update the plan as indicated by the various goals and objectives. The library board meets monthly so if reviews or changes are needed more often or a problem presents, it can be corrected prior to the next annual review. We obtain patron input through feedback from our monthly article in the local newspaper, a suggestion box in the library, facebook page comments, and web site comments. We also take daily input from patrons via face-to-face contact.

Governance and Planning

Goal: Keep the Osceola Public Library's mission current by reviewing and updating policies and procedures on a regular basis.

Objective: Review, or update policies and procedures, as needed. At least two per month.
Objective: Add new policies as needed.

Goal: Encourage community to use the Friends of the Library and the Polk County Foundation Library Fund for donating time or money.

Objective: Use Foundation funding for needed services.
Objective: Maintain Friends of the Library group.
Objective: Promote the library as a great place to volunteer through school newsletters , facebook and our website.

Resources

Goal: Maintain the Osceola Public Library's role as a vital resource in the community.

Objective: Maintain current budget.
Objective: Maintain open hours to meet the needs of the community.

Goal: Ensure the staff has technology, resources, and competencies for their work.

Objective: Maintain support for continuing education for the librarians.
Objective: Ensure the staff knows how to use available technologies.

Goal: Provide community with essential technologies and Internet services.

Objective: Update ILS (Integrated Library System) with online catalog capability by December 31, 2016.
Objective: Offer 6 classes a year on available technology, ie. tablets, facebook, beginning computer skills, Overdrive, email.
Objective: Update Microsoft Office software by December 31, 2015.
Objective: Maintain equipment.
Objective: Evaluate wi-fi service and speed every year in October to see if the needs of our patrons are being met.

Goal: Provide current unbiased resources for the community, which reflect a wide variety of opinions and viewpoints.

Objective: Maintain book budget.
Objective: Expand DVD collection by 10 percent yearly.
Objective: Provide programming about NebraskAccess once a year.
Objective: Continue weeding collections at least three percent each year.

Goal: Maintain collection for optimal circulation.

Objective: Inform community of new books, audio books, and DVDs added to collection monthly.
Objective: Identify significant readers and develop collections to meet their needs.

Services

Goal: Provide services for targeted population segments.

Objective: Maintain attendance of 5 to 7 children for monthly story hour.
Objective: Maintain attendance of 45 children for Summer Reading Program.
Objective: Advertise adult book discussion monthly through our website, newspaper and facebook to increase attendance by 10% by December 31, 2014.
Objective: Offer use of the Osceola Public Library as a meeting place for community groups.
Objective: Use website and local newspaper to inform community of services and programs available at the library.
Objective: Provide facility for middle and high school study groups as needed.
Objective: Provide programming wanted by community.

Cooperation and Collaboration

Goal: Cooperate with other organizations and groups to best meet the needs of our community.

Objective: Maintain budget for OverDrive.
Objective: Offer use of the Osceola Public Library as a meeting place for organizations and groups in the community as needed.
Objective: Use website and local newspaper to inform community of OverDrive.
Objective: Continue to keep the library a viable part of the community by participating in community groups and activities and promoting our services to the community.
Objective: Continue to attend County Commissioners and City Council meetings.
Objective: Invite community groups to library board meetings.

Communication

Goal: Provide materials, programs, and services that serve the needs and wants as expressed by people in the community.

Objective: Post mission statement on the library website.
Objective: Provide community interaction on website and Facebook.
Objective: Use local newspaper, posters, schools' newsletters, website, and Facebook to reach all members of the community, monthly.
Objective: Update book display and exhibit case monthly.
Objective: Continue reporting monthly to the City Council.

Goal: Promote Osceola and available community activities.

Objective: Offer a bulletin board or other space for community to use to advertise events/activities.
Objective: Promote community activities on facebook and our website as needed.